

# Planning Report

Thursday, October 1, 2015

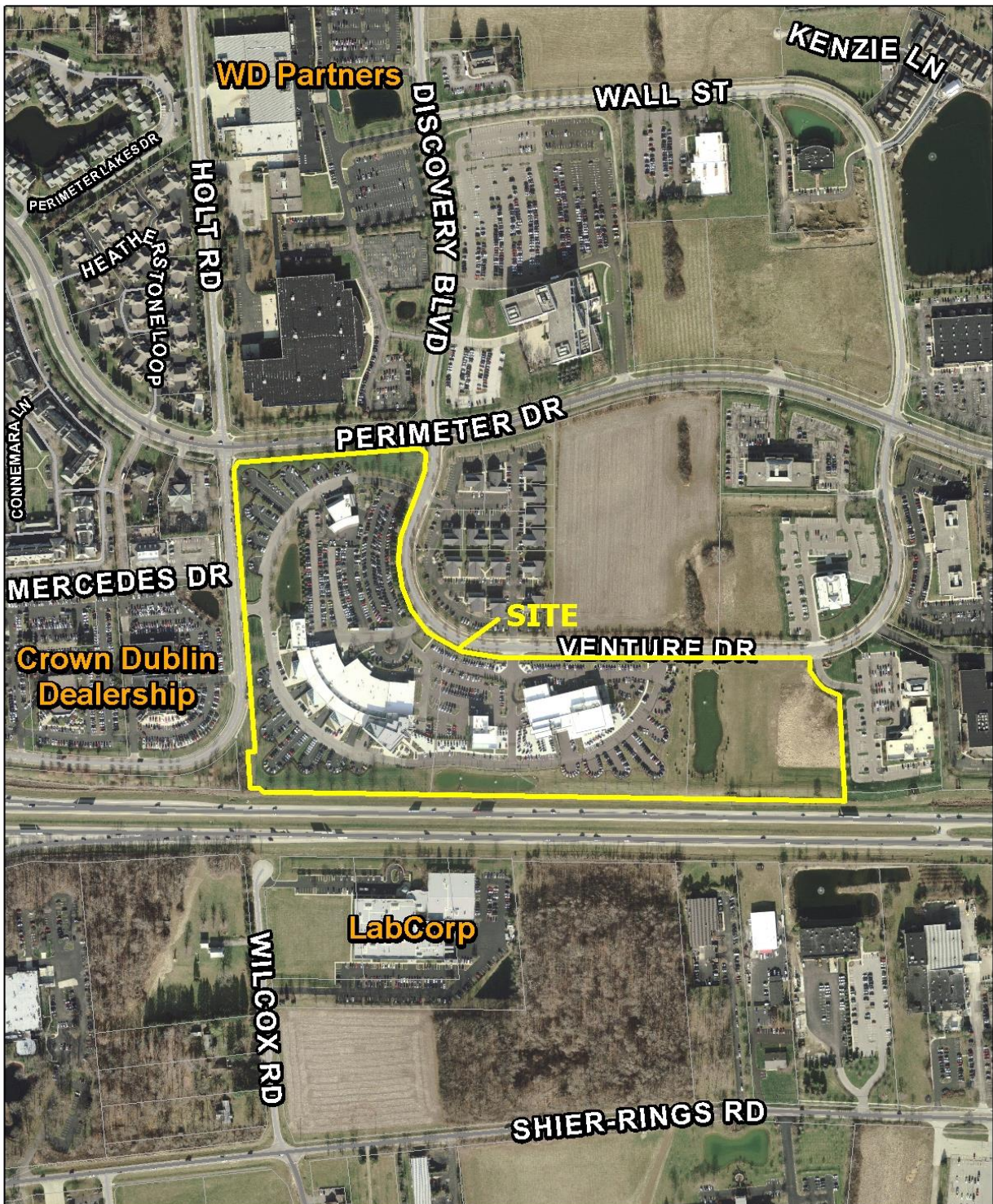
## Hyland-Croy Gateway District

### Case Summary

Agenda Item	2
Case Number	15-091CP
Proposal	An expansion to the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD for an approximately 29,000-square-foot showroom for the Jaguar and Land Rover franchises, the demolition of the existing Land Rover showroom and the construction of a new 9,000-square-foot showroom for the Porsche franchises, and the addition of an elevated showroom addition to the main building for the Maserati franchise and all associated site improvements.
Request	Review and non-binding feedback for a Concept Plan application under the provisions of Zoning Code Section 153.050.
Site Location	6335 Perimeter Loop Road East side of Perimeter Loop Road, south of Perimeter Drive and Venture Drive, north of US33.
Applicant	Midwestern Auto Group
Representatives	Brad Parish and Jacks Reynolds
Case Manager	Claudia D. Husak, AICP, Planner II   (614) 410-4675 or <a href="mailto:chusak@dublin.oh.us">chusak@dublin.oh.us</a>
Planning Recommendation	Planning requests the Commission consider this concept plan with respect to the land use, layout, architecture and signs, and compatibility with surrounding development. The following questions provide guidance for discussion.

#### Proposed Discussion Questions

1. Is the proposed land use appropriate?
2. Is the proposed layout sensitive to the previous concerns?
3. Does the Commission support the proposed architectural concepts?
4. What sign allowances would the Commission consider appropriate for the proposal?
5. Other considerations by the Commission.



City of Dublin

15-091CP  
Concept Plan  
MAG - Jaguar/Land Rover/Range Rover  
5885 Perimeter Drive

0 200 400  
Feet





## Facts

Site Area	Approximately 30 acres
Zoning	PUD, Planned Unit Development District (MAG PUD) and PCD, Planned Commerce District (Perimeter Center, Subarea D)
Surrounding Zoning and Uses	All surrounding sites are zoned PCD, as part of various Subareas within Perimeter Center. Specifically, North, across Perimeter Drive: office warehouse in Subarea C-1 North, across Venture Drive: office and vacant land in Subarea D West, across Perimeter Loop Road: Crown Auto Dealership in Subarea I and the Learning Experience daycare and Talmer Bank in Subarea F3 South: US 33/SR 161 East: Nationwide Children's medical office in Subarea D
Site Features	<ul style="list-style-type: none"> <li>The MAG PUD includes approximately 24 acres to date and is divided into two Subareas. This proposal would incorporate an additional 5.3 acres into the campus.</li> <li>Four buildings across the site, with the main building in the center, the existing Land Rover building to the north and the recently completed buildings for Audi and for BMW/Mini to the east.</li> <li>Subarea A has two buildings: <ul style="list-style-type: none"> <li>An approximately 115,500-square-foot dealership building with several automotive brands such as Saab, Aston Martin, Bentley, Porsche, Volkswagen, and Volvo. This building also includes a residential penthouse and roof garden.</li> <li>A 7,335-square-foot building to the north houses the Land Rover franchise, facing Perimeter Drive.</li> </ul> </li> <li>Subarea B has two buildings: <ul style="list-style-type: none"> <li>An approximately 44,500-square-foot dealership building for BMW and Mini</li> <li>A 11,000-square-foot building for Audi</li> </ul> </li> <li>Frontage: <ul style="list-style-type: none"> <li>650 feet along Perimeter Drive</li> <li>1,000 feet along Perimeter Loop Road</li> <li>2,000 feet along US33/SR 161</li> <li>1,950 feet along Venture Drive</li> </ul> </li> </ul> <p>Subarea A has 472 customer and employee parking spaces and 96,000 square feet of vehicle display area along all sides of the buildings. Vehicle display areas are designed in a unique finger-like arrangement along the northwest and southwest portions of the site.</p> <p>A retention pond is on the north side of the main building at the Perimeter Loop Road entrance. Mature landscaping and significant mounding are along the site perimeter and provide screening for the loading and vehicular use areas.</p> <p>Subarea B has 238 customer and employee parking spaces, and 54,511 square feet of vehicle display area along all sides of the buildings. Vehicle display areas</p>

	<p>are designed in a unique finger-like arrangement along the western and southern portions of the site.</p> <p>A retention pond is currently located on the lot to the east, which accommodates the stormwater management for Subarea B and the vacant lot. A decorative pond is located along the US33/SR161 frontage.</p>
Site History	<p>The Perimeter Center Planned Commerce District was originally approved in 1988, encompassing land between Avery-Muirfield Drive and Emerald Parkway, divided into subareas A through M. Permitted uses include commercial, industrial, residential, and office.</p> <p>A 14-acre Subarea J of the Perimeter Center plan was created in 1998 specifically for auto dealerships and other uses, with several automotive franchises as a part of the Midwest Auto Group (MAG) campus. In 1998, a separate Land Rover building was added to the site. The Planning and Zoning Commission has approved several amended plans for the site.</p> <p>In 2010, City Council approved a rezoning with preliminary development plan that removed Subarea J and portions of Subareas D and J-1 from the Perimeter Center PCD and established a new 15.6-acre MAG PUD. The Planning and Zoning Commission simultaneously approved a final development plan with the recently constructed 46,000-square-foot Volvo addition.</p> <p>At the time of the Volvo application, the applicant also introduced the concept of a relocated BMW and Mini facility from Post Road to the parcel located to the east of the existing MAG campus.</p> <p>On September 18, 2014, the Planning and Zoning Commissions approved an amended final development plan for the demolition of the Land Rover showroom and the construction of a new 30,000-square-foot showroom for the Land Rover/Range Rover and Jaguar franchises; a sky bridge connecting the proposed building to the main MAG building. The Commission also approved minor text modifications to decrease the pavement setback to 45 feet along US33/SR161, permit parking at a ratio of 1 space per service bay in Subarea A and permit three wall signs as proposed in the amended final development plan application.</p>

Details	Concept Plan
Process	<p>Section 153.050 of the Zoning Code contains regulations for the establishment of a Planned Unit Development. The concept plan is the first step in the creation of a PUD and is intended to outline the basic scope, character and nature of a proposed project. The review is to provide input in the formative stages of design prior to the applicant submitting an application for a Planned Development District zoning amendment. The applicant may request review and feedback from City Council in addition to the Planning and Zoning Commission prior to preparing a preliminary development plan. No discussions, opinions, or suggestions provided on any aspect of the concept plan shall bind the applicant, or the City, or be relied upon by the applicant to indicate subsequent approval or disapproval by the City.</p>
Proposal	<p>This is a request for review and non-binding feedback on a concept plan application for a potential rezoning for 30± acres to include five additional acres into the MAG campus and permit the construction of a new dealership for the Jaguar and Land Rover brands. The application also includes the demolition of the existing Land Rover building and the construction of a new showroom for Porsche in its place. An elevated showroom for Lamborghini as an addition to the main dealership building.</p> <p>As part of the potential future rezoning application to incorporate the eastern 5.5 acres into the campus, the applicant would rezone the entire 30 acres to add a Subarea C and ensure that all development standards are compatible across all three Subareas. The 5.5-acre site is currently zoned Planned Commerce Districts as part of Subarea D of Perimeter Center. Permitted uses include those in the Suburban Office and Institutional District and in the Office, Laboratory and Research District as well as corporate offices, hotels, motels, institutional uses and drive-in facilities developed with a permitted use. As proposed, an automobile dealership would not be permitted within this district and therefore, the applicant is proposing a rezoning.</p>
Community Plan <i>Future Land Use</i>	<p>The western portion of the site is designated as <i>General Commercial</i> on the Future Land Use Map, while the central portion and the vacant parcel are designated as <i>Standard Office</i>, which includes sites with frontage along major collectors to include medical and dental offices, professional offices and large-scale office buildings with single or multiple tenants.</p> <p>While the proposal does not strictly adhere to the Future Land Use designation, the proposal is an expansion of the existing MAG campus, which includes the dealership headquarters, automotive sales and service uses, and a residence.</p> <p>City Council has previously expressed concerns regarding numerous car dealership fronting along US33. As a landowner, MAG has a history of working with Planning to achieve a high quality campus appearance with appropriate mounding, landscaping and site layout. Additionally, the permitted uses within the proposed development text include office and retail uses, which would provide the opportunity for future redevelopment that more closely meets the Future</p>

Details	Concept Plan
	Land Use.
Layout	<p><i>Subarea A</i>  The proposal shows the redevelopment of the existing Land Rover dealership in Subarea A to the north of the site. The 7,735-square-foot building will be demolished and a new 9,010-square-foot dealership for Porsche will be constructed in its place. The existing access points for this Subarea will remain and a small change is proposed to remove the text track to the east of the existing building. It will be replaced with additional vehicle display spaces. The plans show the potential expansion of the main MAG building in Subarea A to the north for the Lamborghini franchise. This addition will be on the second story only with pillars suspending the building over the pond. A similar design was approved by the Commission in 2014.</p> <p><i>Subarea B</i>  No changes are proposed for Subarea B, except for an internal drive off the eastern access point on Venture Drive to serve the proposed Subarea C.</p> <p><i>Subarea C (Proposed)</i>  The plans include a layout for a proposed additional Subarea for the MAG campus. This Subarea would include 5.5 acres immediately west of Subarea B. As part of a future rezoning to permit automobile dealership and service use, the applicant would work with staff to prepare a development text with all appropriate and applicable development standards, similar to the existing development text for MAG. The proposed layout for Subarea C includes a 29,000-square-foot dealership and service building in the western portion of the site. The building is located at an angle toward the south (US33 frontage) similar to the BMW/Mini building to the west. Two internal drive aisles connect this site to the campus. A new access point is proposed off Venture Drive to the west. Vehicle display is shown in a plaza area in front of the building and the typical MAG display 'fingers' are included in the southeastern portion of the building. The existing retention pond is removed and three smaller areas for stormwater retention are shown throughout the site.</p>
Density	The approved development text does not include a maximum square footage or density per acre regulation. Lot coverage is limited to 70% and the site will be required to meet all applicable setback requirements.
Traffic & Access	The applicant will be required to submit a completed Traffic Impact Study with an application for rezoning to determine any necessary roadway and/or intersection improvements required as part of the proposed development. This study will look at the effects of traffic generated by the development on the existing roadway network. If this case moves forward, the proposed driveway must be moved west or eliminated to provide adequate spacing to the existing driveway on the adjacent parcel.

Details	Concept Plan
Utilities & Stormwater Management	<p>The existing pond along the west side of the undeveloped site will be replaced with three smaller ponds to accommodate the developed site layout. The applicant will be required to demonstrate all site modifications to the existing stormwater management facilities are in compliance with the stormwater regulations as defined in Chapter 53.</p> <p>The development will include proposed utility services. Connections can be made to the existing sanitary sewer and water main along Venture Drive to accommodate the proposed site development.</p>
Parking/Vehicle Display	<p>There are several Code requirements for parking applicable for car dealerships and automobile service uses. The development text was modified in 2014 decrease the required parking for service bays from 3 spaces per bay to one space per bay for Subarea A. A detailed analysis of parking requirements and parking needs will need to be conducted to ensure the proposed development text addresses parking adequately.</p> <p>Code permits a decreased height of screening for certain areas where vehicles are displayed for sale. Given the sensitive nature of the US33 frontage, the applicant should work with Planning to continue the design in place for the campus today.</p>
Architecture	<p>The approved development text states that architecture is to be modern and innovative, featuring the extensive use of glass and metal to promote transparency and a sleek, signature look across the front of the buildings, emphasizing sharp edges and angles. Permitted primary exterior materials include glass, metal, EIFS, stone/stone veneer and concrete masonry units. Flat roofs are permitted.</p> <p>The proposed buildings continue a modern architectural design with flat roofs and building accents. The front elevation proposed for the Porsche showroom includes a curved design with a significant amount of glass and metal. The metal proposed for the front has a large panel pattern and will be silver in color. The east (rear) elevation includes a corrugated metal material in black with concrete masonry unit footer that is two feet in height. The north elevation (side) included a metal accent wall with a smaller panel design. This wall includes columns, which extend this portion of the building over a drive aisle.</p> <p>The green vertical metal accent and the sloped metal roof area with the stone water table continues to be included in the design as these elements signify the Land Rover and Range Rover brand. However these elements have somewhat diminished with the changes to the roofline and the overall appearance of the front elevation.</p> <p>The Lamborghini addition to the main building is suspended over the pond with exposed concrete columns. The addition will use glass along the front elevation (west) as the interior will function as a showroom. Slate grey, corrugated metal panels will be along the rear of this second story addition. Grey colored stucco and rainscreen will provide continuity of materials across the campus.</p>

Details		Concept Plan
Architecture	The proposed Jaguar/Land Rover dealership elevations do not include the material details as the other buildings. The main building materials appear to be metal panels, glass and concrete or stucco. The building form is a box and angles are incorporated as a divided front entry between the two showrooms and the recessed window areas on the front and side elevations. The south elevation (front) includes two service doors. MAG has traditionally hidden service areas below ground or to the rear or side of the buildings. This proposal deviates from that layout.	
Signs	<p>Five types of signs are permitted for the MAG campus: campus identification, dealership identification, directional, brand, and wall signs. This proposal includes wall signs for each brand (Porsche, Jaguar, Land Rover) and two wall signs indicating 'Service' and 'Dublin' for the proposed Jaguar/Land Rover building. Text currently permits wall signs on the north façade of the northernmost building in Subarea A, as approved as part of the 2014 Amended Final Development Plan (three wall signs). The wall signs are permitted to be a maximum of 25 feet in height, which exceeds Code by 10 feet.</p> <p>This proposal includes a wall sign for Porsche on the north elevation of the proposed building, which appears to meet the development text based on the limited information available at the Concept Plan stage.</p> <p>The two main wall signs for Jaguar and Land Rover each include a logo and appear larger and higher on the wall than the Code permitted 15 feet. The Commissions has historically not permitted taller or larger wall signs for this site along the US33 frontage but did allow three wall signs exceeding 15 feet in height for the previous proposal in the northern portion of the campus. The service and Dublin signs are also not sign types that have been permitted for the campus.</p>	

Analysis		Concept Plan
General	Planning requests the Commission consider this concept plan with respect to the proposed land use, layout, signs and compatibility with surrounding development. The following analysis provides additional details.	



## Analysis

## Concept Plan

### *Discussion Questions*

1. Is the proposed land use appropriate?

The Community Plan designation for Future Land Use for the site is office. The Future Land Use designation took the existing land use pattern to the west and north into account as well as the sensitive site location along a major thoroughfare within the City.

The applicant has indicated that the Jaguar component is a new brand being offered at the dealership campus and that the success of MAG as a high quality, long time business within the City may warrant a deviation from the Community Plan.

City officials have, in the past, expressed concerns with the view of vehicle dealerships along US33 as an entry into the community from the east and agreed that any remaining land along the highway to the east should not be considered for car dealerships.

The applicant is suggesting that Dublin is currently not benefitting from the vacancy of this 5.5-acre site, which is owned by the applicant, and that the incorporation of the parcel into the auto campus will provide for an additional high quality vehicle brand and the continued success of a long-time Dublin business.

Given the previous concerns regarding any potential campus expansion, the Commission should discuss whether an auto-oriented, commercial land use could be appropriate on this site.

2. Is the proposed layout sensitive to the previous concerns?

Over the years, the MAG campus has developed and partially redeveloped as a high-quality automobile dealership with innovative architecture and site design that sets the campus apart from typical dealerships throughout Central Ohio. The proposal continues these unique aspects of the campus in terms of building siting, vehicle display areas, landscaping and architecture.

The applicant will have to work closely with staff to address concerns regarding site access and stormwater management to adequately prepare a rezoning/preliminary development plan application. Considerations must be given to the prominent views along US33, particularly about the treatment of overhead doors and service areas.

3. Does the Commission support the proposed architectural concepts?

The existing architecture for the campus buildings is modern and innovative and features the extensive use of glass and metal to promote transparency and a sleek, signature look across the front of the buildings while emphasizing sharp edges and angles. The buildings are positioned to create visual focal points throughout the campus. Additional buildings will implement a high quality of finish consistent with the architectural style and materials that are found throughout the property.

Given the conceptual nature of this application and the provided renderings for

Analysis	Concept Plan
	<p>some of the proposed building elements, the Commissions should discuss whether the proposal continues the innovative campus architecture and whether the proposed architecture and building materials complement the existing look. The quality of the architecture should be a consideration with respect to the quality of the development at a major entry point to the City and given the proposed departure depart from the future land use of the Community Plan.</p> <p>The applicant should further address the compatibility of the building materials and the treatment of the service bay doors and their locations will be important, as more details should be included in the preliminary development plan.</p>
<p>4. What sign allowances would the Commission consider appropriate for the proposal?</p>	<p>The proposal includes a wall sign for Porsche that appears to meet the development text. Four wall signs are proposed for the new Jaguar/Land Rover dealership building, two of which are not currently a permitted sign type for the campus. The Commission has been sensitive to sign limitations in the Zoning Code and has, in certain circumstances, permitted wall signs taller than 15 feet. Thus far, the Commission has limited sign height of wall signs to 15 feet along the US33 frontage, but permitted up to three signs for the previously proposed Jaguar/Land Rover/Range Rover building at a height of up to 25 feet. The Commission should discuss what sign types, heights and sizes may be appropriate for the proposed buildings.</p>

Recommendation	Feedback
<p>Summary</p>	<p>The Concept Plan is the first stage when establishing a Planned Unit Development District to allow staff and the Planning and Zoning Commission to provide non-binding feedback to an applicant regarding the intended land use and development pattern. Planning requests the Commission consider this Concept Plan with respect to the Community Plan in terms of use, and compatibility with surrounding development. Outlined below are the suggested questions to guide the Commission discussion.</p>
<p>Discussion Questions</p>	<ol style="list-style-type: none"> <li>1. Is the proposed land use appropriate?</li> <li>2. Is the proposed layout sensitive to the previous concerns?</li> <li>3. Does the Commission support the proposed architectural concepts?</li> <li>4. What sign allowances would the Commission consider appropriate for the proposal?</li> <li>5. Other considerations by the Commission.</li> </ol>

## History

### **2014**

- PZC approved the demolition of the Land Rover showroom and the construction of a new 30,000-square-foot showroom for the Land Rover/Range Rover and Jaguar franchises; a sky bridge connecting the proposed building to the main MAG building; and text modifications to decrease the pavement setbacks along US33, decreased parking for service bays in Subarea A and wall signs for the new building in Subarea A.

### **2013**

- PZC approved a material change for the rear elevation of the Audi building.

### **2012**

- PZC approved amended final development plan for a separate Audi showroom and the incorporation of a non-public car wash for the BMW/Mini building.
- PZC approved an amended final development plan for the BMW/Mini showroom with conditions to remove the proposed Audi building from the plan and to revise the architecture to be more in line with other campus buildings and the approved BMW/Mini building.
- City Council approved a rezoning on March 12, 2012 for a 40,000-square-foot building with approximately 4,000 square feet for expansion area, 225 parking spaces and 57,000 square feet of vehicle display area for the BMW and Mini franchise.
- The Planning and Zoning Commission recommended approval of a rezoning with preliminary development plan and final development plan to develop additional land into the MAG PUD for the Mini and BMW franchises.

### **2011**

- The Planning and Zoning Commission informally reviewed a proposal to incorporate additional land into the MAG PUD for the Mini and BMW franchises to move from Post Road.

### **2010**

- City Council approved a rezoning with preliminary development plan that removed Subarea J and portions of Subareas D and J-1 from the Perimeter Center PCD and established a 15.6-acre MAG PUD.
- The Planning and Zoning Commission approved a final development plan with the recently constructed addition for the Volvo and Porsche franchises. The addition includes an owner's residential suite. This rezoning moved MAG out of the Perimeter Center Planned District and into a separate PUD (MAG plan).

### **2008**

- City Council approved a rezoning with preliminary development plan to remove part of Subarea D place it into Subarea J-1 to accommodate a free-standing parking lot for the MAG dealership.
- The Planning and Zoning Commission disapproved an amended final development plan for exterior building modifications and a wall sign for Porsche franchise.
- The Planning and Zoning Commission recommended approval of a rezoning with preliminary development plan to remove part of Subarea D place it into Subarea J-1 to accommodate a free-standing parking lot for the MAG dealership.

- The Planning and Zoning Commission informally a proposal for exterior building modifications and a wall sign for Porsche franchise.
- The Planning and Zoning Commission informally reviewed a proposal to accommodate a free-standing parking lot for the MAG dealership.

#### **2005**

- The Planning and Zoning Commission approved an amended final development plan for the construction of an 18,081-square-foot expansion and skywalk addition for the MAG dealership.

#### **2004**

- The Planning and Zoning Commission approved a revised final development plan for architectural and site modifications to the Rolls Royce brand within the MAG dealership.

#### **1998**

- The Planning and Zoning Commission approved a development plan for the construction of the 7,335-square-foot Land Rover building within the MAG dealership.

#### **1997**

- The Planning and Zoning Commission approved a development plan for the construction of the 71,000-square-foot main MAG dealership building.
- Planning and Zoning Commission recommended approval and City Council approved a rezoning to create a 14-acre Subarea J of the Perimeter Center plan for auto dealerships and other uses, with several automotive franchises as a part of the Midwest Auto Group (MAG) campus.